

EVERYONE BENEFITS FROM CLEVELAND+

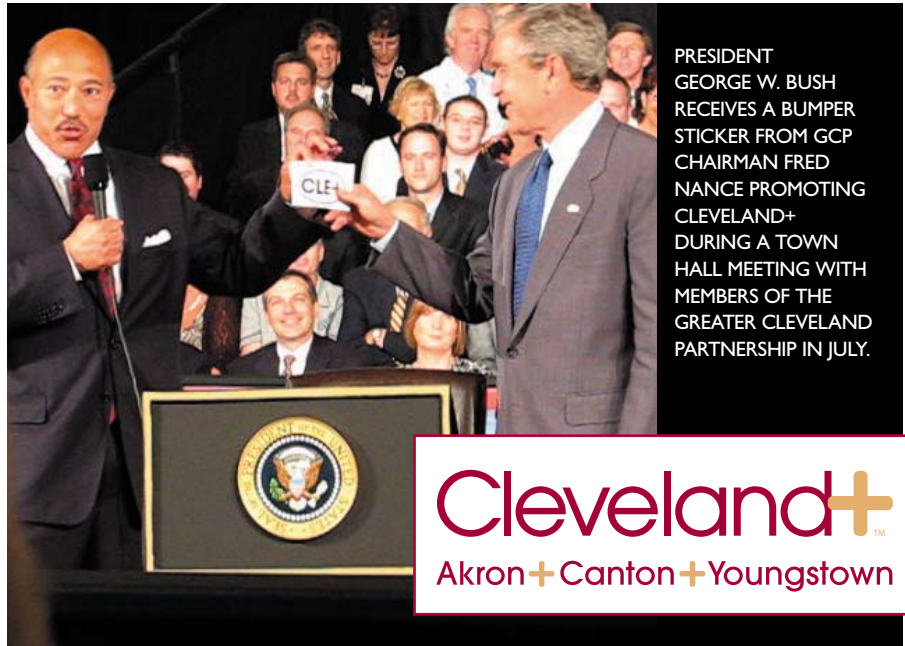
MARKETING CAMPAIGN AIMED AT STRENGTHENING NORTHEAST OHIO

Northeast Ohio's draw as a powerful, dynamic location for business and tourism is the centerpiece of Cleveland+, a unique regional marketing effort that was launched April 26.

Its goals: drive business, tourism and convention business to the region and instill pride and unity among our region's more than 4 million residents, encouraging them to become the region's ambassadors.

Months of research have shaped the campaign's clear, bold vision: Northeast Ohio is a powerful, dynamic region with rich cultural, recreational and educational assets and exciting business opportunities.

Cleveland+ was launched by the Greater Cleveland Plus Marketing Alliance, a group created last year by the Greater Cleveland Partnership (GCP); TeamNEO, Northeast Ohio's regional economic development organization;



PRESIDENT GEORGE W. BUSH RECEIVES A BUMPER STICKER FROM GCP CHAIRMAN FRED NANCE PROMOTING CLEVELAND+ DURING A TOWN HALL MEETING WITH MEMBERS OF THE GREATER CLEVELAND PARTNERSHIP IN JULY.

Cleveland+
Akron + Canton + Youngstown

and the Convention and Visitors Bureau of Greater Cleveland (CVB).

"This is the first campaign to put Northeast Ohio's regional assets together under a common brand – Cleveland+," said GCP President and CEO Joe Roman. "Business attraction programs and travel and tourism efforts around the region will be able to use the Cleveland+ logo and marketing materials in their individual campaigns, which will help provide consistency and frequency of impressions."

HERE'S HOW YOU CAN SUPPORT CLEVELAND+:

- Send a blast e-mail to NEO-based employees letting them know about the brand, encouraging them to be ambassadors and directing them to the Web site (we have a template e-mail you can personalize at www.clevelandplus.com)
- Sign up for the Cleveland Plus Marketing Alliance's monthly e-newsletter for residents and pass it on

to your employees or use some of its contents for your own internal communications. Sign up at www.clevelandplus.com

- Play the video in company lobbies
- Post the video on employee intranets or your company's Internet
- Link your company's Web sites to www.clevelandplus.com
- Promote the new name and give the Web address on outdoor electronic signs
- Request a Cleveland+ speaker to come to speak to a group of employees (may be of particular interest to employees involved in employee recruitment)
- For those with large buildings, we may be able to offer a 25' x 50' Cleveland+ "We've got it all. Together." banner and install it. <<

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